

The August sale of blankets

is in progress. Savings worth while.

Basement, 34th St., Rear.

The French aviation veil

The becoming lines of a hat are often emphasized by a distinctive veil. The French are master artists in the creation of delicate, cobwebby effects that are charmingly novel.

Very unique and new is the aeroplane veil. Little planes are woven in the mesh.

The same new importation of French veils includes scrolls, Russian designs and chenille dots in two-tone effects. The scroll has an angora wool border. A delicate veiling of fillet mesh with a hexagon border is fast becoming popular.

Colors are black, brown, taupe, navy and beige.

46c to \$5.39 a yard

Main Floor, Centre.

Some fall suits for women

that are particularly interesting in details and because of their long graceful lines and excellent tailoring.

They are moderately priced and are authentic Fall models, so that the women who purchase now will do wisely and well.

Two models are priced as low as \$37.75. One of practical chevrona has a pleated back and a convenient convertible collar. A narrow string belt and the pockets complete the coat, while the skirt is finished with a belt. The other model is fashioned in English mixture cloths. They may be had in navy, brown, green and oxford. Full peau de cygne lined.

Another strictly tailored model of hute-line striped silvertone is made in cutaway fashion, the coat being fastened with two buttons. Large novelty pockets, braid bound, contribute to the air of smartness which characterizes this suit. In oxford or Maduro brown, \$79.75

Rayonier cloth was used for a tailleur with a long shawl collar of nutria. Long are the lines of the coat, but it does not take long to describe it, for it is distinctively fashionable and at the same time conservative. Envelope pockets are decorative as well as useful. In plum, brown, or oxford, \$109.00

Third Floor, 34th Street, Rear.

Our Paris letter

received each week, shows the predominance of

SILKS

in the making of all garments for Fall and Winter wear. Here it is a satin frock, there a charmeuse one, again a wrap of satin, and then more descriptions in which duvetyn, taffeta and fancy silk share the popularity. So, there's no question of whether Silk is "to be worn"—the only problem is "what sort of silk to wear?" and that is simplified by our new Autumn collection, where choice of fashionable weaves is so wide that selection becomes merely a matter of personal inspection.

Silks now on display include

Duvetyn Fancy Silks Printed Georgette
Fancy Crepe de Chine Plain and Fancy Brocades
Printed silks for linings. Metal effects on Georgette or satin

These three items are specially priced

Satin charmeuse	Dress satins	Taffeta
\$2.79 yd.	\$1.98 yd.	\$1.89 yd.
40 inches wide, an excellent quality in navy and black.	36 inches wide, black or navy blue, yarn dyed.	35 inches wide, A good quality in black only.

Second Floor, 35th Street.

The mid-summer sale of Furniture

begins its fourth week as auspiciously as its first—not with the remnants of a once, complete stock, but with new furniture which is arriving daily to fill the gaps made by heavy purchasing. So many people of taste are finding here good furniture which satisfies their needs and saves them money, that it is scarcely an idle boast on our part to say that you also must be pleased with the selection.

This list of Bedroom Furniture conveys some idea of the savings:

Queen Anne design suite of American walnut or mahogany veneered. Bureau, toilet table, chiffonette, full size bed, \$176.00

Queen Anne design suite, mahogany veneered. Dresser, \$54.25
Chiffonette, \$53.75
Vanity Dresser, \$44.50
Bed, 4 ft., \$54.25

Ivory enamel suite. Dresser, \$63.50
Chiffonette, \$57.25
Full size bed, \$50.50

Chippendale design pieces, American walnut veneered. Dresser, \$59.50
Chiffonette, \$56.25
Toilet Table, \$48.50

Ivory enamel suite—seven pieces, including dresser, chiffonette, toilet table, full size bed, chair, rocker and bench. Complete, \$361.72

Sixth Floor.

The women's coat section opens the season with

New coats at special prices

If any inducement were needed beyond the fact that coats of authoritative style may be purchased here even this early, and that the mere act of buying them may be accomplished with greater ease now, surely that inducement is supplied by the very special prices at which these coats are offered.

at \$79.75

fur trimmed coats plain tailored coats

in new and fashionable materials, including Evora, Silvertone, Bolivia, Tinseltone, Frost Glo, and Silvertone in belted and flare effects; the fur trimmed coats have extra large collars of seal or nutria. All are full silk lined and interlined. Sizes 34 to 44.

at \$48.75

fur fabric coats

of good quality seal plush or gray mole materials. Full length, belted, or loose back models, lined throughout and interlined. Sizes 34 to 44.

at \$38.75

Short, Ripple back Coats of gray mole fabric or seal plush. Sizes 34 to 44.

Other wraps, coats, and capes of duvetyn, evora, peachblom, lavishly trimmed with fur, begin at \$94.75 and range up to \$489.00.

Third Floor, 34th Street.



Ready for your selection at Macy's THE NEW FURS

In purchasing Furs, it is not so much WHAT you spend as WHERE you buy—

The one important consideration is whether or not you can take the word of the firm with which you are dealing. A "snap judgment" of quality in furs constitutes a knowledge denied to most laymen because it requires years of training and actual handling of furs to acquire.

The advantage of buying furs here is there—

This is not a sale—

yet these prices will bear comparison with Sale prices elsewhere. This is not a Sale, therefore these furs and fur garments are superior to Sale furs elsewhere.

Women's Fox Sets—animal scarf and melon muff. Finished with heads and brush, in the most wanted shade of Taupe. \$149.00

Women's Fox Sets—in Lucille and Poiret with heads and brush (animal scarf and melon muff) \$129.00

Women's Black Lynx Animal Scarfs—finished with head and brush, also paws. \$69.75

Canteen Muff to match \$64.75

Women's Skunk Muffs, canteen shade. Price \$42.75

Double Fur Animal Scarf to match. Price \$44.75

30 inch fur coats

30 inch Hudson Seal coats (dyed muskrats) Flared, lined with soft silk, belted. \$179.00

30 inch Hudson Seal with shawl collar and cuffs of natural gray squirrel. Belted, flared model. \$289.00

30 inch flared and belted with self border, deep cuffs and collar of beaver. \$269.00

36 inch belted natural squirrel coat with self border and shawl collar and deep cuffs. \$449.00

fore obvious—our reputation for dependability is of 60 years' standing. So, regardless of what you spend, you may feel assured that you are getting exactly what the advertiser or our salespeople claim for these Furs. You may rest assured that your investment will pay dividends of pleasure, style, comfort and service.

Selected skins—

are used in every set of coat. Every garment is of fashionable cut, the skins are those which promise to be most popular this season, the workmanship shows skill in every detail.

Women's Natural Raccoon animal Scarf, Price \$21.74

Melon Muff to match \$24.74

Women's Handsome Mink Coat with border, deep cape collar and cuffs. \$649.00

Women's Natural Grey Squirrel Dolman \$749.00

Very Smart Caracul Coat with deep cape collar of skunk \$495.00

Very Smart Short Model in Natural Beaver, with deep cape collar and cuffs. \$396.00

Third Floor, 34th St., Front.

R.H. Macy & Co. Inc. Herald Square New York

Store Hours:
9 A. M. to 5:30 P. M.
Store closed Saturdays during August.

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Axminster rugs

predominate in our shipments of new, domestic made floor-coverings. Patterns are more varied and lovelier than ever; among those now on display it would seem possible to find appropriate schemes for any room. Two grades, recommended for service and decorative effect, are listed below—

27 in. x 60 in.	\$5.48
36 in. x 72 in.	\$9.74
8 ft. 3 in. x 10 ft. 6 in.	\$47.50
9 x 12 ft.	\$52.50
27 x 54 in.	\$4.48
36 x 22 in.	\$7.89
8 ft. 3 in. x 10 ft. 6 in.	\$42.50
9 x 12 ft.	\$45.75

Our new lines of carpets and linoleums are almost complete.

Figured cork linoleums—2 yds. wide—94c and 89c sq. yd.

Inlaid linoleums—\$1.14, \$1.29, \$1.39 and \$1.79 sq. yd.

Linoleum runners, for hall or stairs—22½ in. wide—59c. yd. 27 in. wide—69c. yd. 36 in. wide—89c. yd.

Carpets—\$1.89 to \$4.34 yd.

Fourth Floor, Front.

Household linens

We are offering these linens at special prices. There is a good choice of good materials.

Hemstitched huck towels 49c

Finely woven cotton huck towels that are full bleached with monogram space and damask borders. Size 20x30 inches.

Bath towels 49c

Snow white spongy absorbent quality, all plain white with hemmed ends.

Typed kitchen towels 54c

Heavy and absorbent union linen (part cotton). Sturdy, long wearing quality. The word "kitchen" is typed through the centre in red. Hemmed 22x30 inches.

Linen crash toweling 37c a yd.

Firmly woven of clean pure linen yarn. It is a desirable towel for all kinds of kitchen use as it is free from lint. Red border; 17 inches wide.

Fine cotton table damask 97c a yd.

Snow white finely woven cotton damask. Looks almost like linen and wears just as well. A good selection of patterns. 64 inches wide.

Renaissance lace scarfs 98c

Hand made Japanese Renaissance lace scarfs suitable for buffet or dresser. Size 18x52 inches.

Real cluny lace scarfs and centres

28 inch diameter, \$2.19; 18x52, \$3.39. Priced 25% below our usual prices because they are slightly water stained. A wide edge of hand made pure linen cluny lace with a linen centre.

Real madeira tray ovals 19c

Our usual price is 23c. Plainly hand scalloped and hand embroidered in a variety of elegant work designs on fine round thread linen. 5x11 in. oval.

Second Floor, 35th Street.

In the sale of Oriental Rugs

now in progress

You may find that the rugs are just a trifle better than we advertise, the savings just a little more than you expect. It is a good thing to remember the rule laid down for every prospective purchaser of Oriental Rugs—'Buy from a reliable firm.'

Fourth Floor, 35th Street.

A Paris foreword

Word has come from Paris concerning the many little personal details of interest to a woman. A stylish costume is usually emphasized by new touches that are chic and daintily feminine.

The coiffure and its new ornaments

The hair is dressed either high or very low. For evening a brown maline turban trimmed with bronze beads is very becoming. A stunning coral velvet turban with black or natural colored paradise becomes the last necessity to complete a dark evening gown.

Stockings and socks

Decidedly French in both color and unique design are these stockings of yellow, pink or copper colored silk, with black lace insertions. Colored clocks on pearl gray or oyster white silk are particularly popular at Parisian watering places. Navy blue and brown silk socks for women are in vogue.

Gauntlet gloves

Shorter sleeves now in season give more prominence to gauntlet gloves. The bright and light colored kid have facings in contrasting shades. There is silk stitching on the back of white or light colored glace kid, in navy, King blue and black. In the shades of brown, pink, yellow, mauve and green there are wrist straps that match or contrast. Most seen on the Champs Elysees is a new Jouvin white kid glove that has a narrow black wrist strap closing with a snapper.

The French blouses

Are most attractive both in color and style. On a rose pink taffeta, large flowers made of the same material form a motif that ornaments the front. A white net frill at the neck is bound with beige silk. A heavy pink silk Jersey slip-over, trimmed with narrow blue or black silk band and buttons, is monogrammed at the side under the pocket. A patriot color scheme is carried out in a shirtwaist of blue and white linen with a red tie.

For the children

There are beautiful coats of the novel Fall materials. A cloak of elephant gray duvetyn trimmed with dark gray wool embroidery has a cleverly fashioned cravat collar of beaver. A light blue duvetyn cloak has a touch of the new white Mongolian goat's fur.

Pochette de la Victoire

It is a crotone receptacle for candy with a colored quill pen, and coacarde and branch of laurel—truly an echo of the Peace Treaty at Versailles.

Third Floor, 35th Street.

Dress and coating fabrics for Autumn

The new weaves and new colorings for fall are shown in the most fashionable fabrics

Black broadcloth—a special offering

The price is only a very slight advance on the cost of production. The broadcloth is of a high grade, 54 inches wide, sponged and shrunk—all ready for the needle. There is a limited quantity; per yard \$4.29

Navy blue French twill serge for children

There is a 41 inch all wool navy serge for	\$1.98 yd.
42 inch all wool navy serge at	\$2.19 yd.
43 inch all wool navy serge at	\$2.49 yd.

Second Floor, 35th Street, Front.